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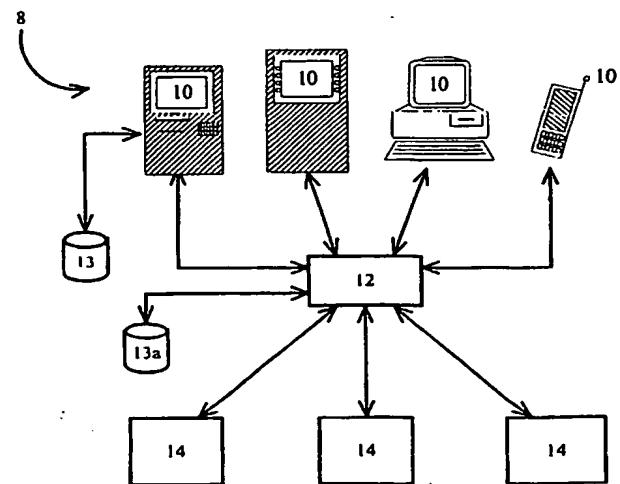
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(54) Title: MULTIPERSONALITY AUTOMATED TRANSACTION EXECUTION SYSTEM WITH MACRO ACCOUNT



(57) Abstract: A dynamically branded transaction execution system has a plurality of member institutions, a number of transaction execution machines (TEMs), and a processing and routing system to connect and process information between the member institutions and the TEMs. Each of the TEMs contains an identification device, a user interface, and optionally a material device. When a customer uses one of the TEMs, the user interface is subsequently modified to either be dynamically branded such that it behaves as though it were owned by the member institution for the duration of the customer's transaction or provides the user the ability to conduct transactions involving accounts held at more than one institution. Different ownership and licensing arrangements of the transaction execution system with a plurality of membership institutions is provided.

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